AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims:

1.   (currently amended) A method for managing customer and product information over the Internet ~~using a multi-functional customer relationship management tool available to at least one client representative~~, comprising:

generating a customer database including customer records, wherein each customer

record tracks a customer;

generating a product database including product records, wherein each product

record tracks a product;

creating a plurality of modules for use in ~~the~~ a multi-functional customer relationship

management tool, wherein each module ~~allows~~ enables specific access to and

manipulation of the customer and product databases by at least one client

representative;

~~receiving a random, non-automated contact from a customer through a telephone call or by~~

~~an email;~~

providing ~~accessing~~ to at least one of the plurality of modules in the multi-functional

customer relationship management tool to ~~allow~~ enable a first client

representative to review previous customer contacts, product information,

and servicing information associated with ~~the~~ a customer in response to a

random, non-automated contact from the customer through a telephone call

or by an email;

~~allowing the~~ <u>enabling the</u> first client representative to update the customer database

from information received from the customer to add or modify a specific

customer record logging the customer contact and recording any new product or

warranty purchase information, service request, return merchandise request, or

complaint using <u>at least</u> one of the plurality of modules; and

~~allowing~~ <u>enabling</u> a second client representative<u>,</u> located at a different site from the

first client representative<u>,</u> to access <u>at least one of the plurality of modules</u>

<u>over the Internet</u> ~~the multi-functional customer relationship tool over the~~

~~Internet~~ to ~~further~~ update <u>inventory information in</u> a product record ~~using at~~

~~least one of the plurality of modules to update inventory information of~~

<u>regarding</u> a product at a warehouse location.

2.   (currently amended) The method of claim 1, wherein the plurality of modules

~~available to the at least one client representative~~ include<u>s</u> at least four members of a set of

modules comprising a customer interaction module, a return merchandise management

module, a warranty administration module, an e-mail module, an inventory management

module, a reporting system module and a credit card processing module.

3.   (currently amended) The method of claim 1, <u>further comprising</u> ~~wherein the step of~~

~~updating the customer database further comprises~~:

transmitting <u>to the at least one client representative</u> over the Internet an input page in

which the at least one client representative enters data to update the customer

database.

4.	(currently amended) The method of claim 1, ~~further comprising~~ wherein the step of reviewing previous customer contacts further comprises:

transmitting to the at least one client representative over the Internet an input page in which the at least one client representative enters search information to request customer record information from the customer database;

receiving the input page transmitted by the at least one client representative including a request for customer record information;

generating an information page including customer record information for the customer record specified in the received input page; and

transmitting the information page to the ~~requesting~~ at least one client representative over the Internet.

5.	(canceled)

6.	(canceled)

7.	(currently amended) The method of claim 1 ~~further comprising~~ wherein the step of allowing the at least one client representative to update the customer database, further comprises:

providing problem and solution codes ~~to be selected~~ that are selectable by the at least one client representative; and

recording any additions or modifications in either the customer or product records using the problem and solution codes.

8.   (currently amended) The method of claim 1 ~~7~~, wherein the random, non-automated contact ~~with~~ from the customer is by an e-mail and an email module is used to respond back to the customer, wherein the e-mail module scans the e-mail for key words and categorizes the email for appropriate response using predetermined problem and solution codes, and e-mail templates are used to form a response ~~back~~ to the customer.

9.   (currently amended) The method of claim 1, further comprising:

interlinking with a front-end GUI to display ~~the product~~ an image of a product and information about the product over the Internet;

processing a payment for a purchase of the product or an extended warranty from ~~the~~ information stored in one of the customer records in the customer database;

updating the customer and product records to account for the purchase of the product; and

updating the customer record to account for the purchase of the extended warranty.

10.   (canceled)

11.   (currently amended) The method of claim 1 ~~wherein the at least one client representative is a repair facility representative~~, further comprising:

enabling ~~accessing~~ to a return merchandise management module by a repair facility representative; and

producing a printable sheet with a bar code identifying a returned product using a commercial bar code font to code the bar code.

12. (Original) The method of claim 9, further comprising:

producing a printable sheet with information on the purchase of the product.

13. (Original) The method of claim 1, further comprising:

producing a report based on information from the customer and product records.

14. (currently amended) The method of claim 1, further comprising:

interlinking a third party shipping software with the product database; and

updating the product database from information received from the third party

shipping software to add or modify a specific product record indicating

shipping information about the product.

15. (canceled)

16. (canceled)

17. (canceled)

18. (canceled)

19.   (canceled)

20.   (canceled)

21.   (canceled)

22.   (canceled)

23.   (canceled)

24.   (canceled)

25.   (canceled)

26.   (canceled)

27.   (canceled)

28.   (canceled)

29.   (currently amended) A program for managing customer and product information

over the Internet ~~using a multi-functional customer relationship management tool available~~

~~to at least one client representative~~ comprising a computer usable media including at least

one computer program embedded therein that is capable of causing at least one computer to

perform:

> generating a customer database including customer records, wherein each customer
>
>> record tracks a customer;
>
> generating a product database including product records, wherein each product record
>
>> tracks a product;
>
> creating a plurality of modules for use in ~~the~~ <u>a</u> multi-functional customer relationship
>
>> management tool, wherein each module ~~allows~~ <u>enables</u> specific access <u>to</u> and
>>
>> manipulation of the customer and product databases <u>by at least one client</u>
>>
>> <u>representative</u>;
>
> ~~receiving a random, non-automated contact from a customer through a telephone call~~
>
>> ~~or by an email;~~
>
> <u>providing</u> access~~ing~~ <u>to</u> at least one of the plurality of modules in the multi-functional
>
>> customer relationship management tool to ~~allow~~ <u>enable</u> a first client
>>
>> representative to review previous customer contacts, product information<u>,</u>
>>
>> and servicing information associated with ~~the~~ <u>a</u> customer <u>in response to a</u>
>>
>> <u>random, non-automated contact from the customer through a telephone call</u>
>>
>> <u>or by an email</u>;
>
> ~~allowing the~~ <u>enabling the</u> first client representative to update the customer database
>
>> from information received from the customer to add or modify a specific

customer record logging the customer contact and recording any new product

or warranty purchase information, service request, return merchandise

request, or complaint using at least one of the plurality of modules; and

~~allowing~~ enabling a second client representative, located at a different site from the

first client representative, to access at least one of the plurality of modules

over the Internet ~~the multi-functional customer relationship tool over the~~

~~Internet~~ to ~~further~~ update inventory information in a product record ~~using at~~

~~least one of the plurality of modules to update inventory information of~~

regarding a product at a warehouse location.

30.   (currently amended) The program of claim 29, wherein the plurality of modules

~~available to the at least one client representative~~ includes at least four members of a set of

modules comprising a customer interaction module, a return merchandise management

module, a warranty administration module, an e-mail module, an inventory management

module, a reporting system module and a credit card processing module.

31.   (currently amended) The program of claim 29, further capable of causing at least one

computer to perform ~~wherein the step of updating the customer database further performs~~:

transmitting to the at least one client representative over the Internet an input page in

which the at least one client representative enters data to update the customer

database.

32.   (currently amended) The program of claim 29, <u>further capable of causing at least one</u>

<u>computer to perform</u> ~~wherein the step of reviewing previous customer contacts further~~

~~performs~~:

      transmitting <u>to the at least one client representative</u> over the Internet an input page in

          which the at least one client representative enters search information to

          request customer record information from the customer database;

      receiving the input page transmitted by the at least one client representative

          including a request for customer record information;

      generating an information page including customer record information for the

          customer record specified in the received input page; and

      transmitting the information page to the ~~requesting~~ at least one client representative

          over the Internet.

33.   (canceled)

34.   (canceled)

35.   (currently amended) The program of claim 29<u>, further capable of causing at least one</u>

<u>computer to perform</u> ~~wherein the step of allowing the client representative to update the~~

~~customer database, further performs~~:

      providing problem and solution codes ~~to be selected~~ <u>that are selectable</u> by the at least one

          client representative; and

recording any additions or modifications in either the customer or product records

using the problem and solution codes.

36.   (currently amended) The program of claim 29 ~~33~~, wherein the random, non-automated

contact ~~with~~ from the customer is by an e-mail and an email module is used to respond back to

the customer, wherein the e-mail module scans the e-mail for key words and categorizes the

email for appropriate response using predetermined problem and solution codes, and e-mail

templates are used to form a response ~~back~~ to the customer.

37.   (currently amended) The program of claim 29, further capable of causing at least one

computer to performing:

       interlinking with a front-end GUI to display ~~the product~~ an image of a product and

          information about the product over the Internet;

       processing a payment for a purchase of the product or an extended warranty from the

          information stored in one of the customer records in the customer database;

       updating the customer and product records to account for the purchase of the

          product; and

       updating the customer record to account for the purchase of the extended warranty.

38.   (canceled)

39.   (currently amended) The program of claim 29, ~~wherein the at least one client representative is a repair facility representative~~ further <u>capable of causing at least one computer to</u> perform~~ing~~:

        <u>enabling</u> access~~ing~~ <u>to</u> a return merchandise management module <u>by a repair facility representative</u>; and

        producing a printable sheet with a bar code identifying a returned product using a commercial bar code font to code the bar code.

40.   (currently amended) The program of claim 37, further <u>capable of causing at least one computer to</u> perform~~ing~~:

        producing a printable sheet with information on the purchase of the product.

41.   (currently amended) The program of claim 29, further <u>capable of causing at least one computer to</u> perform~~ing~~:

        producing a report based on information from the customer and product records.

42.   (currently amended) The program of claim 29, further <u>capable of causing at least one computer to</u> perform~~ing~~:

        interlinking a third party shipping software with the product database; and

        updating the product database from information received from the third party shipping software to add or modify a specific product record indicating shipping information about the product.

43. (new) A system for managing customer and product information over the Internet comprising:

a customer database including customer records;

a product database including product records; and

a multi-functional customer relationship management tool including a plurality of modules, wherein each of the plurality of modules enables specific access to and manipulation of the customer and product databases by at least one client representative,

the multi-functional customer relationship management tool configured to enable a first client representative to review previous customer contacts, product information, and servicing information associated with a customer in response to a random, non-automated contact from the customer through a telephone call or by an email using at least one of the plurality of modules,

the multi-functional customer relationship management tool further configured to enable the first client representative to update the customer database with information received from the customer by adding or modifying a specific customer record, logging the customer contact, and recording any new product or warranty purchase information, service request, return merchandise request, or complaint using at least one of the plurality of modules,

the multi-functional customer relationship management tool further configured to enable a second client representative, located at a different site from the first

client representative, to access at least one of the plurality of modules over

the Internet to update inventory information in a product record regarding a

product at a warehouse location.

44. (new) The system of claim 43, wherein the plurality of modules includes at least four

members of a set of modules consisting of a customer interaction module, a return

merchandise management module, a warranty administration module, an e-mail module, an

inventory management module, a reporting system module and a credit card processing

module.

45. (new) The system of claim 43, further comprising:

     a database interface configured to create an input page in which the at least one client

          representative is able to enter data to update the customer database; and

     an HTTP server configured to transmit the input page over the Internet to the at least

          one client representative.

46. (new) The system of claim 43, further comprising:

     a database interface configured to create an input page in which the at least one client

          representative is able to enter search information to request customer

          information from the customer database; and

     an HTTP server configured to transmit the input page over the Internet to the at least

          one client representative, and to receive a modified input page transmitted by

          the at least one client representative including a request for customer record

information,

the database interface further configured to generate an information page including

customer record information for the customer record specified in a received

modified input page,

the HTTP server further configured to transmit the information page to the at least

one client representative over the Internet.

47. (new) The system of claim 43, wherein the multi-function customer relationship

management tool is configured to provide problem and solution codes that are selectable by

the at least one client representative and to record additions or modifications in one of the

product records or one of the customer records using selected problem and solution codes.

48. (new) The system of claim 43, wherein the plurality of modules includes an email

module configured to enable the at least one client representative to respond to an email

received from a customer, to scan the email for key words, to categorize the email for

appropriate response using predetermined problem and solution codes, and to use an email

template to generate a response to the customer.

49. (new) The system of claim 43, wherein the plurality of modules includes a credit card

processing module for processing a purchase of a product or an extended warranty using

information stored in a customer record.

50. (new) The system of claim 43, wherein the plurality of modules includes a return merchandise management module configured to enable a repair facility representative to access customer records in the customer database and configured to generate a bar code using a commercial bar code font to identify a returned product.

51. (new) The system of claim 43, wherein the plurality of modules includes a report module configured to enable the at least one client representative to create a report including information from the customer records and the product records.

52. (new) The system of claim 43, wherein the plurality of modules includes an inventory module integrated with third party shipping software, the inventory module configured to add or modify a specific product record to include shipping information about a product.